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CONSUMER PURCHASES OF

CITRUS AND OTHER JUICES

JULY 1961

CPFJ-119

U. S. DEPARTMENT OF AGRICULTURE
ECONOMIC RESEARCH SERVICE
IN COOPERATION WITH
THE FLORIDA CITRUS COMMISSION

PREFACE

This report presents estimated household consumer purchases of frozen concentrated juices, chilled orange juice, canned single-strength juices, canned grapefruit sections, and canned fruit drinks. Beginning with January 1961, the data represent projections to national totals based on reported purchases and related information from a representative national sample of approximately 10,000 household consumers. This is an expansion of the sample of about 6,000 households that was used from 1954 through 1960.

A committee of the Florida Citrus Industry working with representatives of the U. S. Department of Agriculture and the Market Research Corporation of America has reviewed the accuracy of the data presented in this series of reports. Based on experience and comparison with canners' reports, Bureau of Census stock reports, and estimates of use other than by householders, the committee agreed that projection of purchases by the Market Research Corporation of America consumer panel to a national total basis results in some overestimate of purchases of frozen concentrated orange juice. However, the data are considered reliable indicators of both trends and relative changes in household purchases from one period to another.

The cost of obtaining the consumer purchase data has been defrayed by the Florida Citrus Commission, with some help from the California Prune Advisory Board since October 1959. Prior to that time the Department cooperated with fruit industry groups in paying those costs. The Department, however, continues to analyze the data and publish reports as it has done since 1950.

All data in the report are based on 4-week periods (28 days) to facilitate comparisons.

September 1961

Based on data collected for the Florida Citrus Commission by the
Market Research Corporation of America



Growth Through Agricultural Progress

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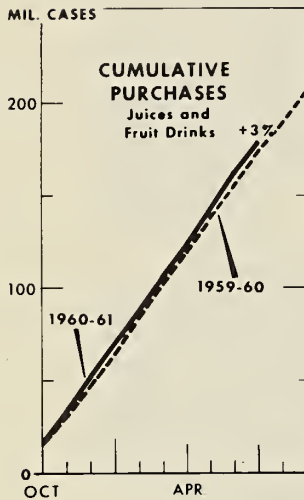
CONSUMER PURCHASES OF CITRUS AND OTHER JUICES
JULY 1961

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Marketing Economics Division
Economic Research Service

The data in this report represent estimated total purchases by household consumers in the 48 contiguous States. They do not include purchases by hotels, restaurants, hospitals, or other institutional outlets. Data are for 4-week periods (28 days) to facilitate comparisons.

SUMMARY

Household consumers purchased the equivalent of 17.6 million cases of juices -- concentrated, chilled, and canned -- and canned fruit drinks in July 1961, 3 percent more than in the same month of 1960. Use of canned fruit drinks and chilled orange juice was up substantially, and there was some gain in purchases of canned single-strength juices. On the other hand, consumption of frozen concentrated juices was off 4 percent.



The canned fruit drink share of market rose to 24.5 percent in July, for a gain of 3 percentage points over a year earlier, and the chilled orange juice share increased moderately to 3.7 percent. The corresponding declines in market shares were drops of 2.8 percentage points to about 39 percent for frozen concentrates, and 0.4 point for canned single-strength juices to 33 percent.

By individual products, frozen orange concentrate was purchased in about the same volume as in July 1960; canned orange drink was down moderately and canned single-strength orange juice was down 19 percent. These losses offset the gain made by chilled orange juice, and the share of market for these 4 orange products dropped to 44.6 from 46.6 percent.

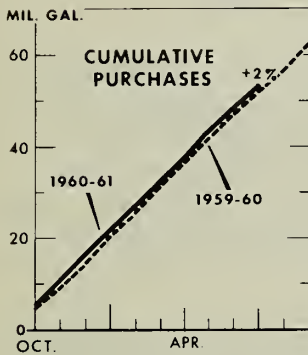
Consumption of canned grapefruit juice increased substantially over the low July 1960 level; pineapple-grapefruit drink and miscellaneous fruit drinks were up to new highs. Increased use of prune, tomato, and miscellaneous canned juices was also reported. In contrast, purchases of pineapple juice and miscellaneous frozen concentrated juices were down substantially. Canned grapefruit sections were bought in moderately smaller volume.

Cumulative purchases of juices and fruit drinks for the season, October 1960-July 1961, were 5.8 million cases or 3 percent ahead of the corresponding period of 1959-60, as shown by the chart in the margin. Increased use of fruit

drinks accounted for about half the gain. Only tomato juice, canned orange juice, and miscellaneous frozen concentrated juices were purchased in lesser volume than in the corresponding 10 months of 1959-60.

FROZEN CONCENTRATED, AND CHILLED JUICES

USE OF ORANGE CONCENTRATE HOLDS AT YEAR-EARLIER LEVEL



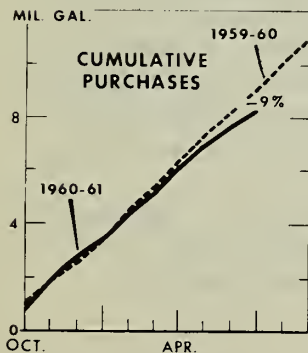
About 5.1 million gallons of frozen orange concentrate were bought for household consumption in July 1961, the same as a year earlier. Purchases, however, were down from June, despite a contra-seasonal price decline to 20.1 cents per 6-ounce can. July 1960 prices were at a 3-year low of 17.9 cents. ^{1/}

About 27.5 percent of families bought the concentrate. While this was a slightly larger proportion than in July 1960, it was 1 or 2 percentage points below most months since that time. The average size of purchase was down to 7.4 cans per buying family.

Frozen orange concentrate accounted for 34.2 percent of total purchases of juices and canned fruit drinks in July, compared with 35.3 percent a year earlier. This was the smallest share of market since October 1959.

Cumulative purchases for the season beginning October 1960 were 2 percent, or 1.3 million gallons, ahead of the same months of 1959-60, as shown by the chart. The total quantity bought in this 10-month period represented nearly 36 percent of total purchases of juices and fruit drinks, about the same proportion as in the preceding season. (See pages 12, 13, 24, and 25.)

CONSUMPTION OF FROZEN MISCELLANEOUS CONCENTRATES OFF SUBSTANTIALLY



Purchases of miscellaneous frozen concentrated juices, such as grapefruit, tangerine, and blends, were down 210,000 gallons or 23 percent from July 1960, to the lowest level for more than a year. The 700,000 gallons purchased represented only 4.7 percent of the total market for juices and fruit drinks, compared with a share of 6.4 percent a year earlier.

Cumulative purchases for the season were off 810,000 gallons, or 9 percent, from the same period of 1959-60.

Retail prices for these products averaged 18.8 cents per 6-ounce can, 0.3 cent more than a year earlier.

^{1/} Monthly and cumulative data in this report are for 28-day periods to facilitate comparisons.

TOTAL PURCHASES OF FROZEN CONCENTRATED JUICES OFF MODERATELY

In total, consumers bought about 5.8 million gallons of frozen concentrated juices in July, 4 percent less than in the same month of the preceding year.

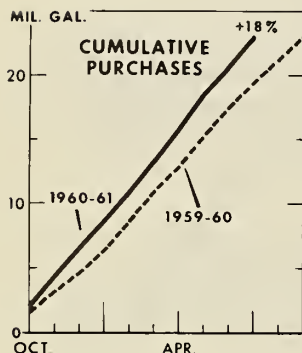
Cumulative purchases of frozen concentrates for the season through July amounted to 61.5 million gallons. This was a gain of less than 1 percent over a year earlier.

PURCHASES AND PRICES OF CHILLED ORANGE JUICE UP FROM A YEAR EARLIER

July purchases of chilled orange juice at 2.2 million gallons were up 15 percent -- 290,000 gallons -- from a year earlier. This was the only reported orange product purchased in greater volume than in July 1960, and the share of the juice and fruit drink market rose to 3.7 percent from 3.3 percent in contrast to a loss of 2.4 percentage points by other orange products.

About 5 percent of families used the product in July, compared with 4.4 percent a year earlier. Purchases averaged 3.3 quarts per buying family. Retail prices were up 2.5 cents to 40.5 cents per quart.

Cumulative purchases for the season through July were 3.5 million gallons or 18 percent ahead of the like period of 1959-60, and were equal to the total quantity bought in the entire 1959-60 season. (See page 14.)

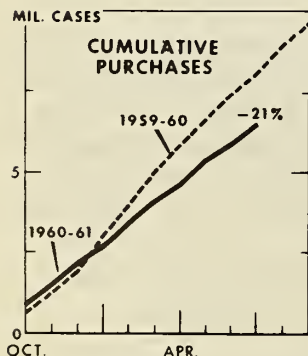


CANNED SINGLE-STRENGTH JUICES

CANNED ORANGE JUICE REMAINS DOWN

Only 600,000 cases of canned orange juice were bought for home consumption in July 1961. This was 19 percent less than a year earlier, and the smallest July volume reported in this 12-year series of data. Nonetheless, purchases were up from June in contrast to a decline in purchases of frozen concentrates and other canned juices. The share of market was down 1 percentage point to 3.4 percent.

Only 5.5 percent of families bought the product, compared with 6.4 percent a year earlier. The average size of purchase at 1.9 cans per buying family was also smaller.



Prices paid averaged 42.1 cents per 46-ounce can in July, 5 cents higher than a year earlier. Families buying spent

81 cents for the juice, 5 cents more than a year earlier. As fewer families bought, however, total expenditures were down 8 percent.

Production of canned orange juice in 1960-61 was the lowest reported for many years. Cumulative purchases through July were 1.7 million cases or 21 percent below 1959-60. (See page 15.)

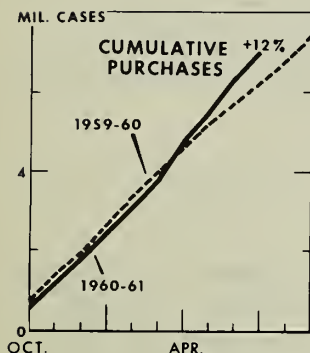
USE OF GRAPEFRUIT JUICE ABOVE YEAR EARLIER

Purchases of canned grapefruit juice were off sharply from preceding months to 636,000 cases in July. Even so, this was 29 percent more than a year earlier when purchases were the lowest recorded in this series. The share of the juice and fruit drink market increased from 2.9 to 3.6 percent.

The gain in use over a year earlier reflected a greater proportion of families buying, coupled with a substantial increase in the average size of purchase.

Retail prices of grapefruit juice, although up from the low levels of preceding months, remained 1.7 cents below year-earlier prices.

Consumption of grapefruit juice was greater in most months of 1960-61 than in the preceding season, and cumulative purchases through July were 770,000 cases or 12 percent above the like period of 1959-60. (See page 16.)

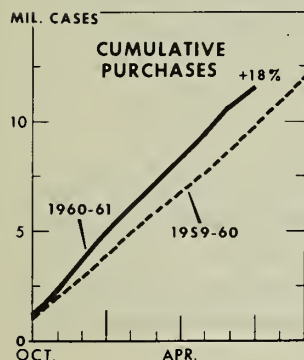


PINEAPPLE JUICE DOWN TO 2-YEAR LOW

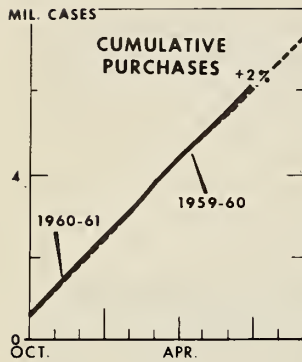
Prices of pineapple juice rose a cent over June to 30.1 cents per 46-ounce can. Purchases dropped sharply to 911,000 cases, 18 percent less than a year earlier, and only a little above the all time low in this series. This was a reversal of June-July 1960 changes, when prices dropped 1.5 cents from June and purchases jumped sharply.

Pineapple juice had a 5.2 percent share of market in July, compared with 6.5 percent a year earlier. The loss reflected a decline of 1 percentage point in the proportion of families buying, together with a decrease in the average size of purchase.

Gains in cumulative purchases over a year earlier narrowed from 22 percent in June to 18 percent in July. (See page 17.)



PRUNE JUICE HOLDS ABOVE AVERAGE

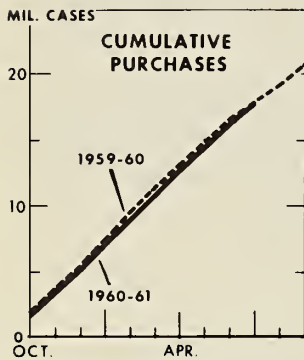


Consumption of prune juice was down moderately from the unusually heavy June volume. Nevertheless, purchases were 6 percent ahead of a year earlier and were up still more from the 1954-58 July average. The share of market at 3.5 percent was slightly greater than a year earlier.

The increase in volume over the preceding July reflected a gain in the proportion of families buying to 6.6 percent. The average size of purchase, however, at 2.3 quarts was slightly smaller. Retail prices at 43.6 cents per quart bottle were a little lower.

Purchases for the season through July were about 2 percent -- 140,000 cases -- ahead of the same period of 1959-60. Use was also 2 percent greater than the 1954-58 average for this 10-month period. (See page 18.)

GOOD GAIN FOR TOMATO JUICE

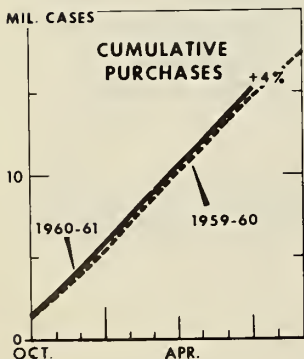


July purchases of tomato juice were up 12 percent -- 170,000 cases -- from the unusually low level of a year earlier. Movement held close to the June volume in contrast to the sharp June-July 1960 drop. Tomato juice accounted for 8.6 percent of total juice and fruit drink purchases, a gain of 0.7 percentage point in share of market.

Purchases averaged 2 cans among the 13.6 percent of families using the product. Both components of total purchases were up from a year earlier. Retail prices at 29.3 cents per 46-ounce can were up 0.9 cent.

Cumulative purchases for the season crept to within 1 percent, 260,000 cases, of the year-earlier volume. (See page 19.)

MISCELLANEOUS JUICES UP MODERATELY

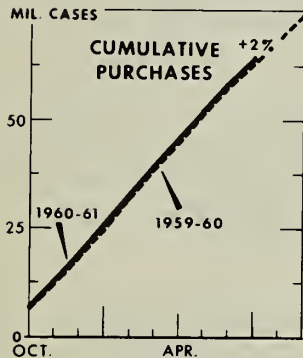


Household consumption of miscellaneous canned fruit juices, such as tangerine, or the various blends, was 70,000 cases or 5 percent greater than in the preceding July. Use of these juices was about the same as that of tomato juice and was substantially greater than the consumption of canned orange and grapefruit juices together.

The gain in retail movement over a year earlier was associated with a larger average size of purchase. At 18.8 percent, the proportion of families buying was slightly smaller.

Prices paid for these products averaged 36.8 cents per 46-ounce can, 0.3 cent higher than a year earlier and 6 or 7 cents more than paid for grapefruit, pineapple, or tomato juices. (See page 23.)

TOTAL SINGLE-STRENGTH JUICES UP SLIGHTLY



Household consumption of canned single-strength juices in total amounted to 5.8 million cases in July, slightly more than a year earlier. Increased use of grapefruit, prune, tomato, and miscellaneous juices offset heavy losses in purchases of orange and pineapple juices.

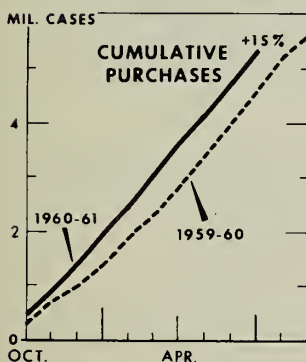
Canned single-strength juices accounted for 32.9 percent of total purchases of juices and fruit drinks in July, compared with a 33.5 percent share a year earlier.

About 40 percent of families bought canned juices, the smallest proportion reported in 1961. The average size of purchase -- 2.5 cans -- was also the smallest reported. Comparable data are not available prior to 1961.

Cumulative purchases for the season beginning October 1960 were 1.3 million cases or 2 percent greater than in the like 1959-60 period. Nonetheless, the share of market was a little smaller. (See page 24.)

CANNED SINGLE-STRENGTH FRUIT DRINKS

ORANGE DRINK CLOSE TO YEAR EARLIER



Consumption of orange drink rose sharply over June to 600,000 cases, to climb within 4 percent of the unusually high July 1960 volume.

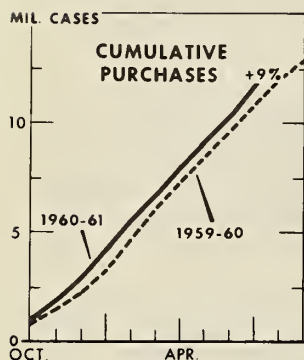
The proportion of families buying was up half a point to 4.7 percent, close to the highest yet reported. The average size of purchase, however, was down substantially to 2.2 cans, and was nearly the smallest recorded.

Retail prices held steady, but at 31.4 cents per 46-ounce can, they were 1.7 cents higher than a year earlier.

Movement has been comparatively heavy during most of the season, and cumulative purchases through July were up 710,000 cases to 5.3 million cases. This was the largest volume reported for any year in this 10-month period. (See page 20.)

PINEAPPLE-GRAPEFRUIT DRINK CLIMBS TO NEW HIGH

Purchases of pineapple-grapefruit drink jumped 20 percent over July 1960 to reach a new peak of 1.5 million cases, and the share of market rose to 8.6 from 7.3 percent. Only tomato juice and frozen orange concentrate were purchased in greater volume.



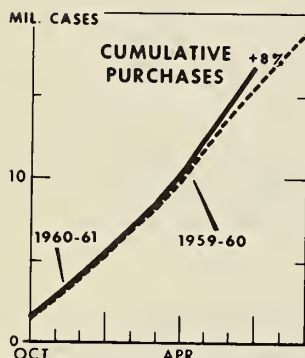
The gain was associated with a substantial increase in the average size of purchase, 2.8 cans per buying family. The proportion of families using the product held at 9.3 percent.

Retail prices averaged 27.1 cents per 46-ounce can, almost the same as the record low price of the preceding month, and 0.6 cent less than paid a year earlier. At 3.5 cents per 6-ounce serving, pineapple-grapefruit drink was the least expensive juice or drink reported in July.

Purchases for the season were 9 percent, or nearly a million cases ahead of the corresponding months of 1959-60. (See page 21.)

MISCELLANEOUS FRUIT DRINKS HOLD AT PEAK LEVEL

More than 2.2 million cases of miscellaneous fruit drinks were bought for home consumption in July to match the record high of the preceding month. This reflected a gain in volume of 430,000 cases, or 24 percent over a year earlier, and an increase in share of market to 12.6 from 10.5 percent. Consumption of these products exceeded orange and pineapple-grapefruit drinks together, and about equalled that of pineapple and tomato juices, the leading canned juices.

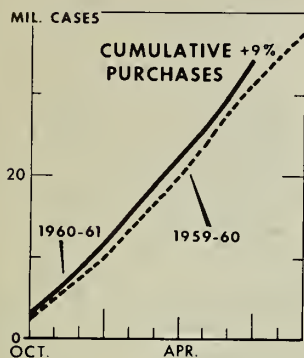


About 15.2 percent of families bought, compared with only 13.1 percent in the preceding July. The average size of purchase at 2.6 cans per buying family was also considerably larger.

Retail prices dropped to 33.2 cents per 46-ounce can in July, 0.6 cent less than a year earlier, and the lowest reported in the 2 years these data are available.

Purchases for the season through July were 1.2 million cases or 8 percent greater than in the corresponding period of 1959-60. (See page 23.)

TOTAL FRUIT DRINKS UP TO NEW PEAK



Altogether, consumers bought 4.3 million cases of canned fruit drinks for home use in July. This was 18 percent -- 650,000 cases -- more than a year earlier, and it was the largest volume reported in the 2 years these data are available. Consumption of canned fruit drinks increased over June in contrast to the June-July decrease in use of frozen concentrates and single-strength juices.

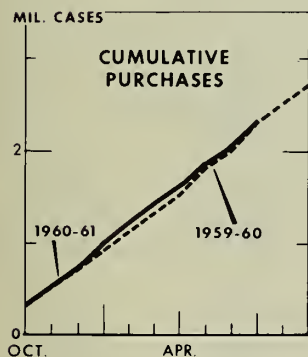
Canned fruit drinks accounted for nearly one fourth of total purchases of juices and fruit drinks in July, a gain in share of market of 3 percentage points over the same month of 1960.

Nearly a fourth of families bought one or more fruit drinks during the month. Purchases averaged 3.2 cans (46-ounce) per buying family. Comparable data are not available for a year earlier.

Cumulative purchases for the season, October-July, were 2.9 million cases or 9 percent greater than in the same months of 1959-60. This was a greater gain than made by the juices and the share of market increased to 19.2 from 18.1 percent. (See page 24.)

CANNED FRUIT

RETAIL MOVEMENT OF CANNED GRAPEFRUIT SECTIONS REMAINS SLOW



July purchases of canned grapefruit sections, although rising to the highest level since the beginning of the season, failed by 6 percent of reaching the year-earlier volume. The proportion of families buying at 4 percent, and the 3.5 cans purchased per buying family, were both smaller than in July 1960.

Cumulative purchases for the season through July were the same as a year earlier. Movement in 1959-60 was the slowest reported in this 5-year series.

Prices paid for canned grapefruit sections averaged 20.7 cents per No. 303 can, the same as a year earlier. (See page 22.)

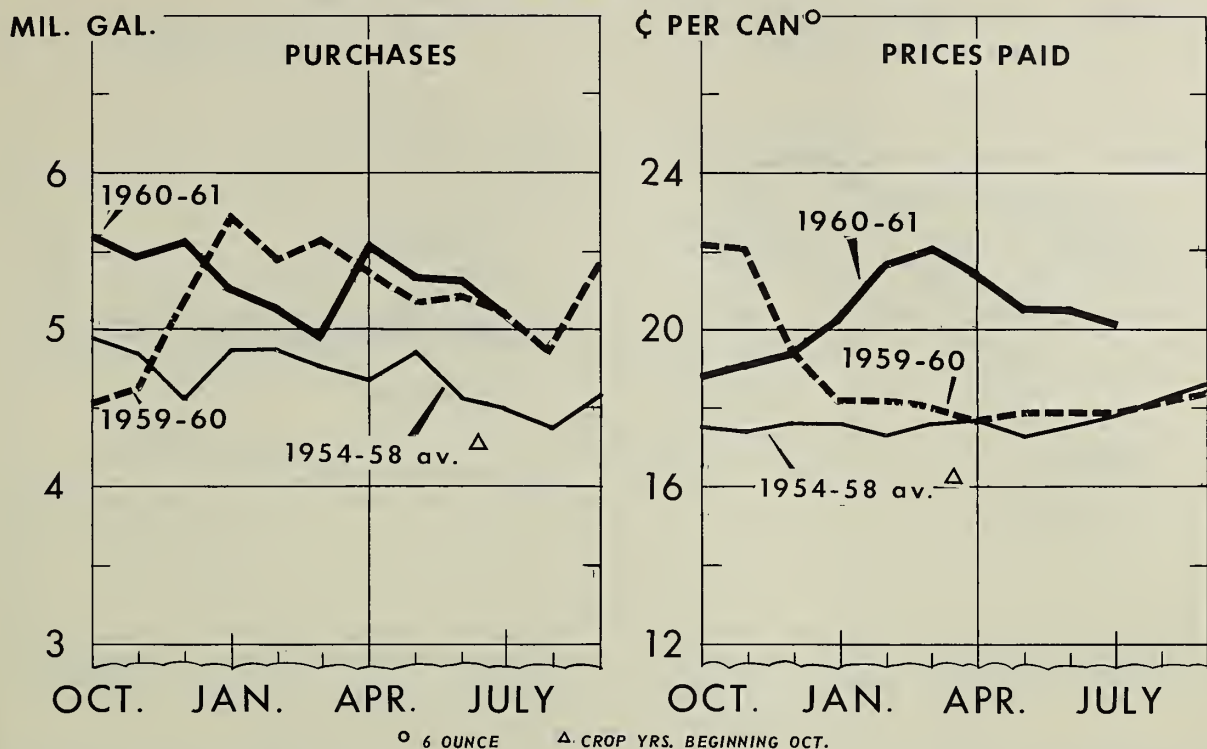
Table 1. SUMMARY: Consumer purchases, percentage of families buying, purchases per buying family, and average prices paid for selected citrus juices and other products, July 1961 and 1960 ^{1/}

Commodity	Total purchases			Proportion of families buying		Purchases per buying family						Average price paid per actual unit	
	: : :			: : :		: : : : : : :						: : :	
	July : 1961	July : 1960	Change : 1961-60	July : 1961	July : 1960	Number	Average size of purchase	Quantity per month	Unit	July : 1961	July : 1960	Cents	Cents
FROZEN CONCENTRATED JUICES:	1,000	1,000		Percent	Percent	Number	Ounces	Ounces	Ounces	Ounces	Ounces		
Orange	5,079	5,081	0	27.5	27.2	2.0	22.2	22.7	44	45	6-oz.	20.1	17.9
Miscellaneous	705	919	-23	---	---	---	16.1	---	---	---	6-oz.	18.8	18.5
Total	5,784	6,000	-4	---	---	---	---	---	---	---	---	---	---
CHILLED ORANGE JUICE	2,198	1,911	+15	5.0	4.4	2.5	41.0	39.6	106	107	32-oz.	40.5	38.0
CANNED SINGLE-STRENGTH JUICES:	1,000	1,000		cases 2/	cases 2/								
Orange	596	733	-19	5.5	6.4	1.7	49.3	58.9	88	94	46-oz.	42.1	37.2
Grapefruit	636	493	+29	4.9	4.5	1.5	68.4	67.1	104	87	46-oz.	29.3	31.0
Pineapple	911	1,107	-18	8.1	9.1	1.4	63.1	72.4	91	101	46-oz.	30.1	28.7
Prune	611	574	+6	6.6	6.2	1.8	41.2	42.4	75	76	32-oz.	43.6	43.8
Tomato	1,511	1,344	+12	13.6	12.9	1.5	59.9	61.0	90	85	46-oz.	29.3	28.4
Miscellaneous	1,531	1,463	+5	18.8	19.0	1.7	37.9	39.1	66	63	46-oz.	36.8	36.5
Total	5,796	5,714	+1	40.0	---	2.3	49.8	---	117	---	---	---	---
CANNED SINGLE-STRENGTH FRUIT DRINKS:													
Orange	596	620	-4	4.7	4.2	1.4	74.6	81.9	103	123	46-oz.	31.4	29.7
Pineapple-grapefruit	1,498	1,252	+20	9.3	9.3	1.5	90.2	82.9	129	108	46-oz.	27.1	27.7
Miscellaneous fruit	2,215	1,787	+24	15.2	13.1	1.6	66.6	68.5	118	110	46-oz.	33.2	33.8
Total	4,309	3,659	+18	23.8	---	2.0	74.5	---	146	---	---	---	---
CANNED GRAPEFRUIT SECTIONS	252	269	-6	4.0	4.3	1.5	37.9	39.3	56	59	No. 303 can	20.7	20.7

^{1/} Monthly data are for 4-week (28-day) periods to facilitate comparisons.
^{2/} Equivalent cases 24 No. 2 cans ... 432 ounces per case, except 480 ounces for grapefruit sections.

FROZEN CONCENTRATED ORANGE JUICE

Consumer Purchases and Prices Paid



U.S. DEPARTMENT OF AGRICULTURE

Figure 1

ECONOMIC RESEARCH SERVICE

Table 2.--FROZEN CONCENTRATED ORANGE JUICE: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1959 to date, with comparisons

Period 1/	Total purchases			Proportion of families buying		Purchase per buying family		Prices paid per 6-ounce can		
	1960-1961	1959-1960	Average 1954-58	1960-1961	1959-1960	1960-1961	1959-1960	1960-1961	1959-1960	Average 1954-58
	gals.	gals.	gals.	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	5,616	4,560	4,957	29.1	26.9	46	41	18.8	22.2	17.5
Nov.	5,458	4,634	4,856	30.1	26.7	46	43	19.1	22.1	17.4
Dec.	5,552	5,138	4,563	30.1	27.9	45	45	19.4	19.4	17.6
Oct.-Dec.	16,626	14,332	14,376							
Jan.	5,257	5,730	4,871	30.2	30.3	41	45	20.3	18.2	17.6
Feb.	5,149	5,444	4,879	28.5	28.1	43	48	21.7	18.2	17.3
Mar.	4,966	5,579	4,771	28.1	27.8	43	50	22.1	18.1	17.6
Oct.-Mar.	31,998	31,085	28,897							
Apr.	5,547	5,385	4,692	29.5	28.3	45	45	21.4	17.8	17.7
May	5,325	5,213	4,874	29.2	27.7	2/45	46	20.5	18.0	17.3
Jun.	5,308	5,232	4,566	28.9	28.3	44	44	20.5	17.9	17.5
Oct.-Jun.	48,178	46,915	43,029							
Jul.	5,079	5,081	4,497	27.5	27.2	44	45	20.1	17.9	17.8
Aug.		4,879	4,386		27.5		43		18.1	18.3
Sep.		5,433	4,592		29.3		44		18.3	18.6
Season		62,308	56,504						18.8	17.7

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons; season-to-date purchases are for 12-week periods. 2/ Revised.

CHILLED ORANGE JUICE

Consumer Purchases and Prices Paid

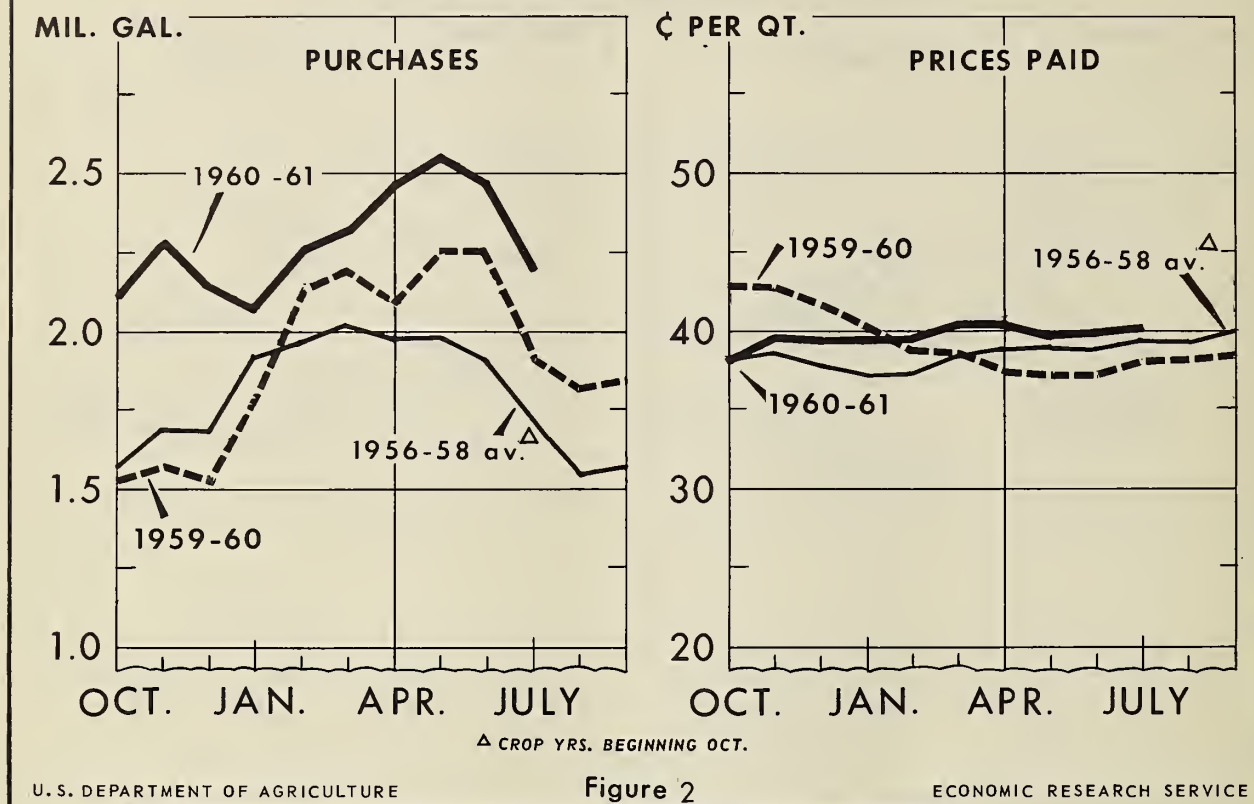


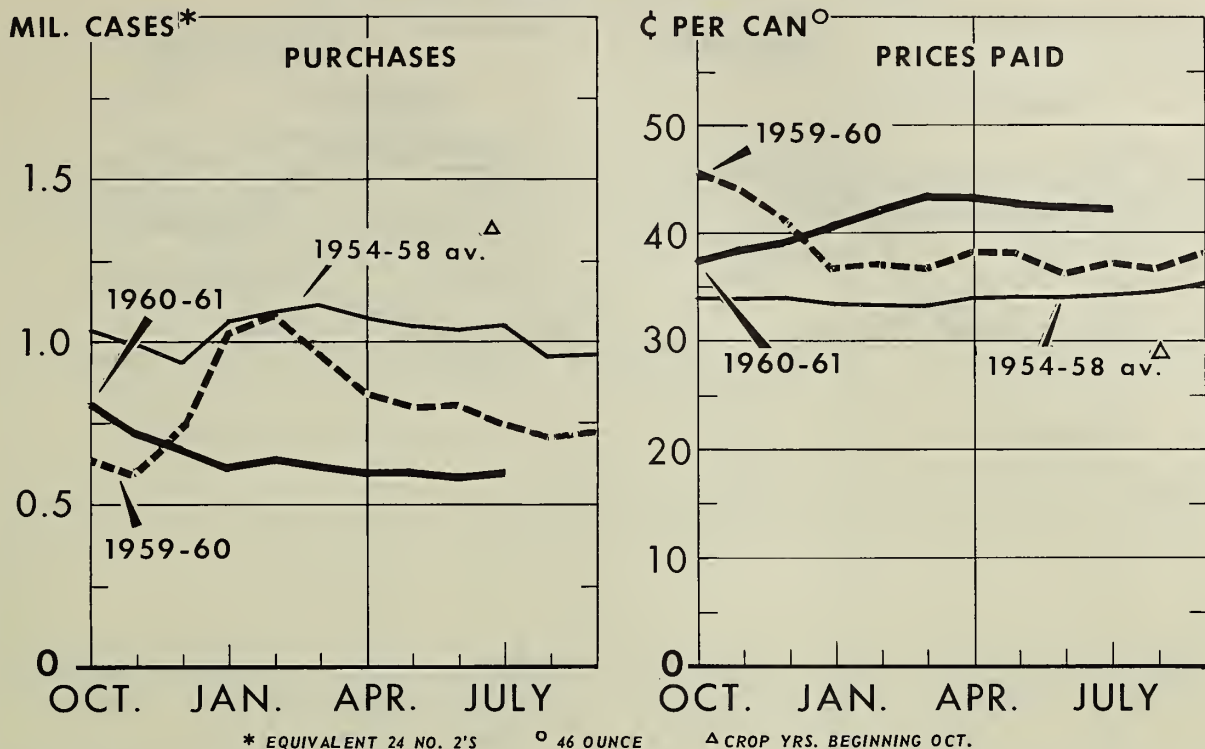
Table 3.-- CHILLED ORANGE JUICE: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid. October 1959 to date, with comparisons

Period 1/	Total purchases			Proportion of families buying		Purchase per buying family		Prices paid per quart		
	1960-1961	1959-1960	Average 1956-58	1960-1961	1959-1960	1960-1961	1959-1960	1960-1961	1959-1960	Average 1956-58
	gals.	gals.	gals.	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	2,112	1,539	1,574	4.7	3.7	109	103	38.2	42.7	38.5
Nov.	2,282	1,573	1,692	4.9	3.4	110	116	39.7	42.6	38.7
Dec.	2,122	1,532	1,690	4.6	3.5	112	110	39.4	41.7	38.0
Oct.-Dec.	6,516	4,644	4,956							
Jan.	2,070	1,798	1,932	4.7	4.1	104	110	39.6	40.2	37.3
Feb.	2,288	2,153	1,979	5.0	5.1	108	103	39.6	38.8	37.6
Mar.	2,332	2,220	2,021	4.9	4.7	114	116	40.6	38.7	38.6
Oct.-Mar.	13,206	10,815	10,888							
Apr.	2,475	2,099	1,982	5.4	4.4	110	113	40.6	37.5	38.9
May	2,553	2,277	1,987	5.4	4.7	114	117	39.9	37.3	39.2
Jun.	2,485	2,271	1,923	5.3	5.0	112	108	40.0	37.3	39.0
Oct.-Jun.	20,719	17,462	16,780							
Jul.	2,198	1,911	1,734	5.0	4.4	106	107	40.5	38.0	39.5
Aug.		1,829	1,558		4.2		107		38.2	39.5
Sep.		1,846	1,576		4.2		109		38.4	40.1
Season		23,048	21,648						39.1	38.7

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons; season-to-date purchases are for 12-week periods.

SINGLE-STRENGTH ORANGE JUICE

Consumer Purchases and Prices Paid



U.S. DEPARTMENT OF AGRICULTURE

Figure 3

ECONOMIC RESEARCH SERVICE

Table 4.--SINGLE-STRENGTH ORANGE JUICE: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1959 to date, with comparisons

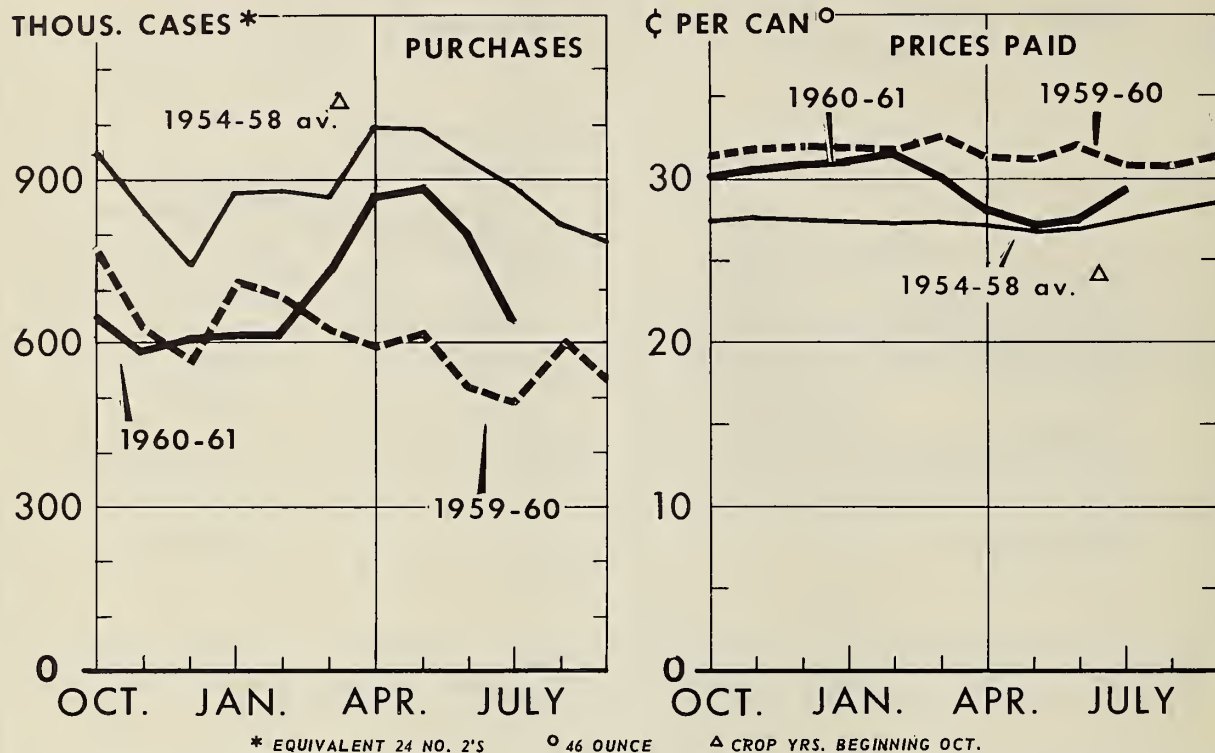
Period 1/	Total purchases			Proportion of families buying		Purchase per buying family		Prices paid per 46-ounce can		
	1960-1961	1959-1960	Average 1954-58	1960-1961	1959-1960	1960-1961	1959-1960	1960-1961	1959-1960	Average 1954-58
	cases	cases	cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	811	626	1,039	7.3	6.1	92	86	37.5	45.5	34.0
Nov.	714	594	998	6.5	5.9	88	86	38.8	43.9	34.0
Dec.	667	726	940	6.2	6.8	90	86	39.2	40.7	34.1
Oct.-Dec.	2,192	1,946	2,977							
Jan.	607	1,021	1,062	5.8	8.4	86	102	40.8	36.7	33.6
Feb.	645	1,066	1,094	5.9	9.9	89	89	42.0	37.0	33.6
Mar.	621	964	1,123	5.9	7.9	84	101	43.5	36.7	33.6
Oct.-Mar.	4,065	4,997	6,256							
Apr.	600	831	1,067	5.6	7.0	86	98	43.2	38.2	34.0
May	593	782	1,044	5.4	6.8	90	96	42.5	38.0	34.1
Jun.	572	801	1,037	5.2	6.8	89	95	42.3	36.8	34.1
Oct.-Jun.	5,830	7,411	9,404							
Jul.	596	733	1,046	5.5	6.4	88	94	42.1	37.2	34.4
Aug.		709	950		6.8		87		36.9	34.8
Sep.		716	952		6.7		89		38.0	35.5
Season		9,569	12,352						38.5	34.1

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons; season-to-date purchases are for 12-week periods.

Equivalent cases 24 No. 2 cans...432 ounces per case.

SINGLE-STRENGTH GRAPEFRUIT JUICE

Consumer Purchases and Prices Paid



U. S. DEPARTMENT OF AGRICULTURE

Figure 4

ECONOMIC RESEARCH SERVICE

Table 5.--SINGLE-STRENGTH GRAPEFRUIT JUICE: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1959 to date, with comparisons

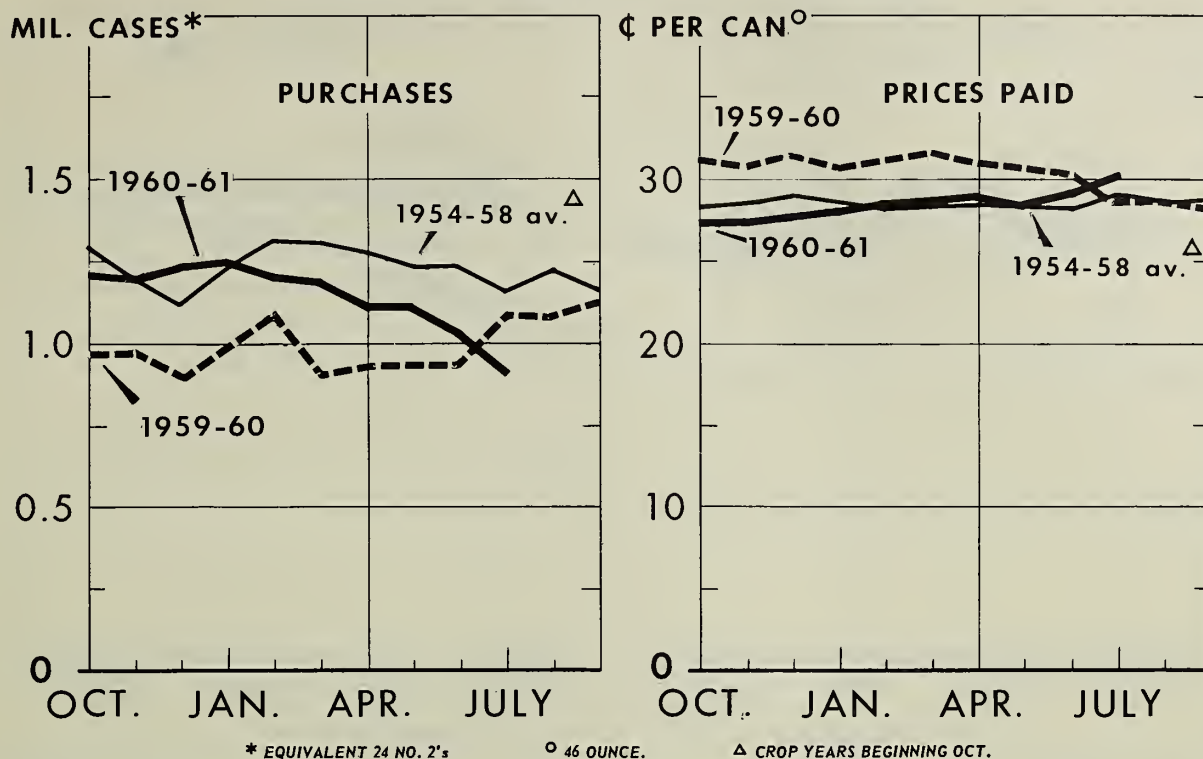
Period 1/	Total purchases 2/			Proportion of families buying 2/		Purchase per buying family		Prices paid per 46-ounce can		
	1960- : 1961	1959- : 1960	Average : 1954-58	1960- : 1961	1959- : 1960	1960- : 1961	1959- : 1960	1960- : 1961	1959- : 1960	Average : 1954-58
	cases	cases	cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	648	773	942	5.5	6.5	97	102	30.1	31.2	27.4
Nov.	583	628	841	5.0	5.9	94	87	30.5	31.8	27.8
Dec.	606	570	744	5.0	5.5	102	88	31.0	31.9	27.6
Oct.-Dec.	1,837	1,971	2,527							
Jan.	614	711	878	5.4	6.5	89	91	31.1	31.9	27.4
Feb.	619	686	879	5.2	6.0	96	96	31.6	31.7	27.4
Mar.	736	624	867	5.4	5.8	110	85	30.2	32.7	27.4
Oct.-Mar.	3,806	3,992	5,151							
Apr.	871	597	993	6.3	5.6	112	85	27.9	31.5	27.1
May	881	618	989	6.3	5.3	113	100	27.0	31.3	26.8
Jun.	800	520	930	5.9	4.8	110	91	27.5	32.1	26.9
Oct.-Jun.	6,358	5,727	8,063							
Jul.	636	493	888	4.9	4.5	104	87	29.3	31.0	27.5
Aug.		600	819		5.0		100		30.9	27.9
Sep.		537	787		4.8		91		31.3	28.5
Season		7,357	10,557						31.6	27.4

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons; season-to-date purchases are for 12-week periods. 2/ October 1959-December 1960 estimates revised upward 6 percent to provide comparability with new sample.

Equivalent cases 24 No. 2 cans...432 ounces per case.

SINGLE-STRENGTH PINEAPPLE JUICE

Consumer Purchases and Prices Paid



U. S. DEPARTMENT OF AGRICULTURE

Figure 5

ECONOMIC RESEARCH SERVICE

Table 6.--PINEAPPLE JUICE: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1959 to date, with comparisons

Period 1/	Total purchases			Proportion of families buying		Purchase per buying family		Prices paid per 46-ounce can		
	1960-1961	1959-1960	Average 1954-58	1960-1961	1959-1960	1960-1961	1959-1960	1960-1961	1959-1960	Average 1954-58
	cases	cases	cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	1,214	975	1,301	9.6	9.2	102	88	27.6	31.4	28.7
Nov.	1,208	977	1,199	9.3	9.1	103	89	27.7	31.0	28.9
Dec.	1,232	907	1,128	9.6	8.8	106	86	28.0	31.7	29.2
Oct.-Dec.	3,654	2,859	3,628							
Jan.	1,255	986	1,235	10.7	9.9	99	84	28.3	31.1	29.0
Feb.	1,204	1,099	1,321	10.1	10.5	95	87	28.7	31.5	28.5
Mar.	1,188	915	1,315	10.0	8.6	98	90	29.0	31.8	28.6
Oct.-Mar.	7,301	5,859	7,499							
Apr.	1,112	933	1,281	9.8	8.7	92	90	29.2	31.1	28.7
May	1,146	940	1,246	9.1	8.5	102	93	28.7	30.7	28.7
Jun.	1,036	950	1,246	9.0	8.7	93	91	29.2	30.2	28.6
Oct.-Jun.	10,595	8,682	11,272							
Jul.	911	1,107	1,167	8.1	9.1	91	101	30.1	28.7	29.1
Aug.		1,090	1,221		8.8		99		28.8	28.8
Sep.		1,113	1,169		9.6		96		28.3	28.9
Season		11,992	14,829						30.5	28.8

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons; season-to-date purchases are for 12-week periods.

Equivalent cases 24 No. 2 cans...432 ounces per case.

PRUNE JUICE

Consumer Purchases and Prices Paid

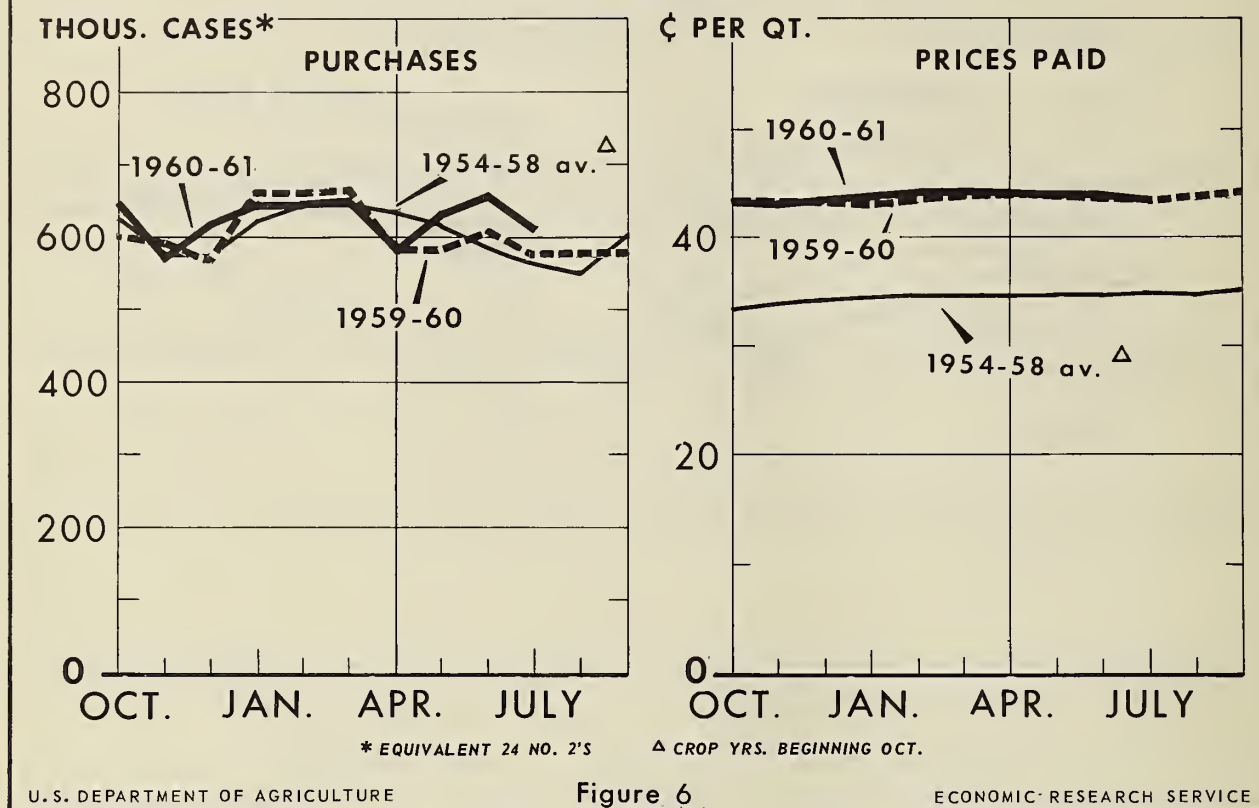


Table 7.--PRUNE JUICE: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1959 to date, with comparisons

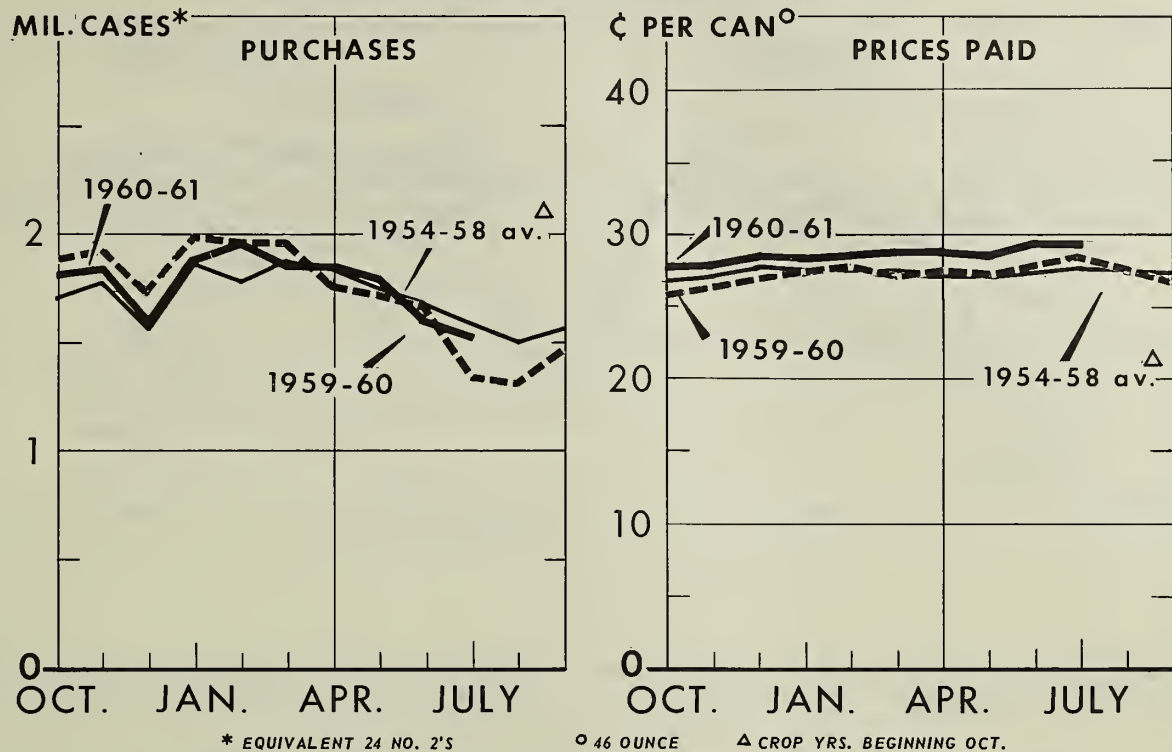
Period 1/	Total purchases 2/			Proportion of families buying 2/		Purchase per buying family		Prices paid per quart		
	1960-1961	1959-1960	Average 1954-58	1960-1961	1959-1960	1960-1961	1959-1960	1960-1961	1959-1960	Average 1954-58
	1,000 cases	1,000 cases	1,000 cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	648	601	625	7.3	6.8	72	73	43.3	43.4	33.3
Nov.	570	598	579	6.4	6.7	72	72	43.2	43.6	34.1
Dec.	620	574	576	6.4	6.6	78	72	43.5	43.3	34.3
Oct.-Dec.	1,838	1,773	1,780							
Jan.	643	666	628	6.9	7.5	78	72	43.9	43.2	34.4
Feb.	643	661	643	6.9	8.0	74	68	44.1	43.4	34.7
Mar.	648	668	647	7.2	7.8	73	71	44.1	43.7	34.6
Oct.-Mar.	3,772	3,768	3,698							
Apr.	584	583	635	6.4	7.0	74	68	44.1	43.9	34.6
May	631	582	617	6.9	6.2	75	77	43.9	43.9	34.7
Jun.	657	606	583	7.2	6.5	74	77	43.7	43.5	34.7
Oct.-Jun.	5,644	5,539	5,533							
Jul.	611	574	563	6.6	6.2	75	76	43.6	43.8	34.9
Aug.		574	554		6.5		74		43.8	34.9
Sep.		577	603		6.5		73		44.0	35.0
Season		7,264	7,253						43.6	34.5

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons; season-to-date purchases are for 12-week periods. 2/ October 1959-December 1960 estimates revised upward 7 percent to provide comparability with new sample.

Equivalent cases 24 No. 2 cans...432 ounces per case.

TOMATO JUICE

Consumer Purchases and Prices Paid



U.S. DEPARTMENT OF AGRICULTURE

Figure 7

ECONOMIC RESEARCH SERVICE

Table 8.—TOMATO JUICE: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1959 to date, with comparisons

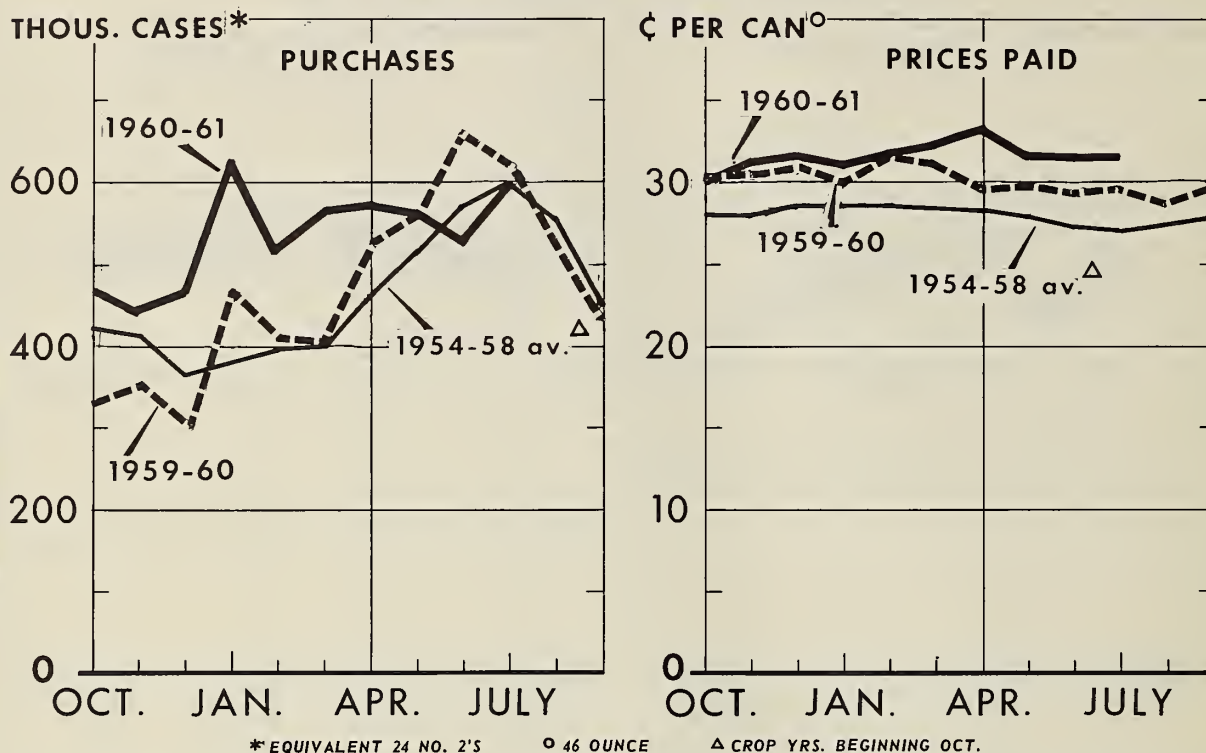
Period 1/	Total purchases 2/			Proportion of families buying 2/		Purchase per buying family		Prices paid per 46-ounce can		
	1960-1961	1959-1960	Average 1954-58	1960-1961	1959-1960	1960-1961	1959-1960	1960-1961	1959-1960	Average 1954-58
	cases	cases	cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	1,815	1,875	1,690	15.2	16.1	98	99	27.8	26.0	26.9
Nov.	1,829	1,931	1,781	15.9	16.9	89	97	27.9	26.4	27.2
Dec.	1,580	1,718	1,573	14.7	16.3	90	90	28.5	27.2	27.8
Oct.-Dec.	5,224	5,524	5,044							
Jan.	1,871	1,989	1,860	16.8	18.5	88	88	28.4	27.5	27.7
Feb.	1,958	1,969	1,795	16.7	18.7	96	89	28.7	27.9	27.4
Mar.	1,854	1,958	1,889	16.6	18.0	94	92	28.6	27.3	27.4
Oct.-Mar.	10,907	11,440	10,588							
Apr.	1,855	1,741	1,853	16.5	16.5	91	88	28.7	27.6	27.2
May	1,771	1,712	1,757	15.5	15.8	93	92	28.4	27.4	27.1
Jun.	1,597	1,660	1,693	14.5	15.5	90	92	29.4	27.8	27.3
Oct.-Jun.	16,130	16,553	15,891							
Jul.	1,511	1,344	1,589	13.6	12.9	90	85	29.3	28.4	27.7
Aug.		1,341	1,505		13.3		82		27.6	27.6
Sep.		1,477	1,555		14.0		88		27.1	27.4
Season		20,715	20,540						27.3	27.4

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons; season-to-date purchases are for 12-week periods. 2/ October 1959-December 1960 estimates revised upward 5 percent to provide comparability with new sample.

Equivalent cases 24 No. 2 cans...432 ounces per case.

SINGLE-STRENGTH ORANGE DRINK

Consumer Purchases and Prices Paid



U.S. DEPARTMENT OF AGRICULTURE

Figure 8

ECONOMIC RESEARCH SERVICE

Table 9.--SINGLE-STRENGTH ORANGE DRINK: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1959 to date, with comparisons

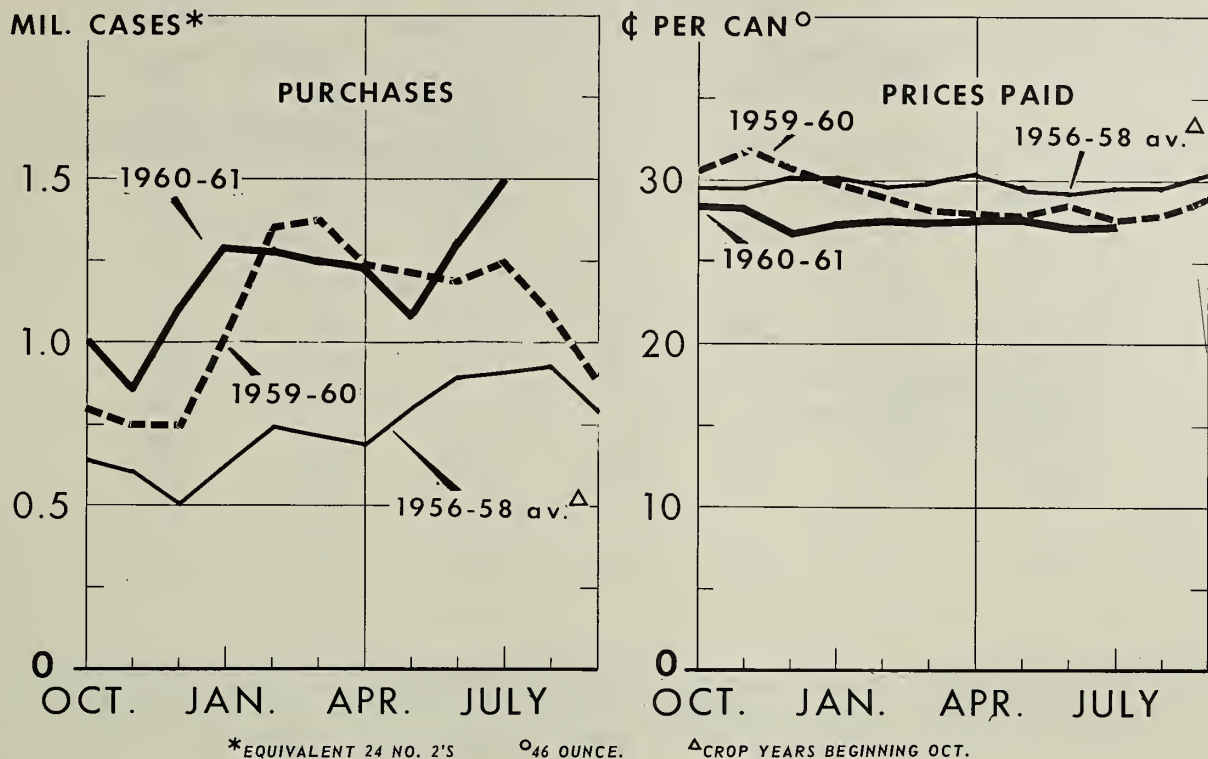
Period 1/	Total purchases			Proportion of families buying		Purchase per buying family		Prices paid per 46-ounce can		
	1960-1961	1959-1960	Average 1954-58	1960-1961	1959-1960	1960-1961	1959-1960	1960-1961	1959-1960	Average 1954-58
	1,000 cases	1,000 cases	1,000 cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	469	331	422	3.3	2.3	117	117	30.0	30.2	28.0
Nov.	444	350	413	3.1	2.9	110	104	31.3	30.6	28.0
Dec.	466	301	365	3.3	2.4	113	107	31.6	30.9	28.6
Oct.-Dec.	1,379	982	1,200							
Jan.	628	466	384	4.5	3.4	111	109	31.0	30.0	28.6
Feb.	514	414	399	3.7	3.6	111	96	31.7	31.5	28.7
Mar.	561	404	403	4.0	3.3	112	106	32.2	31.2	28.4
Oct.-Mar.	3,082	2,266	2,386							
Apr.	574	524	466	4.0	3.7	117	115	33.2	29.8	28.2
May	564	563	516	4.2	3.8	109	124	31.5	29.9	27.9
Jun.	528	663	573	4.4	4.9	98	114	31.4	29.4	27.4
Oct.-Jun.	4,748	4,016	3,941							
Jul.	596	620	600	4.7	4.2	103	123	31.4	29.7	27.2
Aug.		528	557		3.9		114		28.8	27.4
Sep.		431	450		3.3		103		29.7	27.9
Season		5,595	5,548						30.0	28.0

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons; season-to-date purchases are for 12-week periods.

Equivalent cases 24 No. 2 cans...432 ounces per case.

PINEAPPLE - GRAPEFRUIT DRINK

Consumer Purchases and Prices Paid



U. S. DEPARTMENT OF AGRICULTURE

Figure 9

ECONOMIC RESEARCH SERVICE

Table 10.--PINEAPPLE-GRAPEFRUIT DRINK: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1959 to date, with comparisons

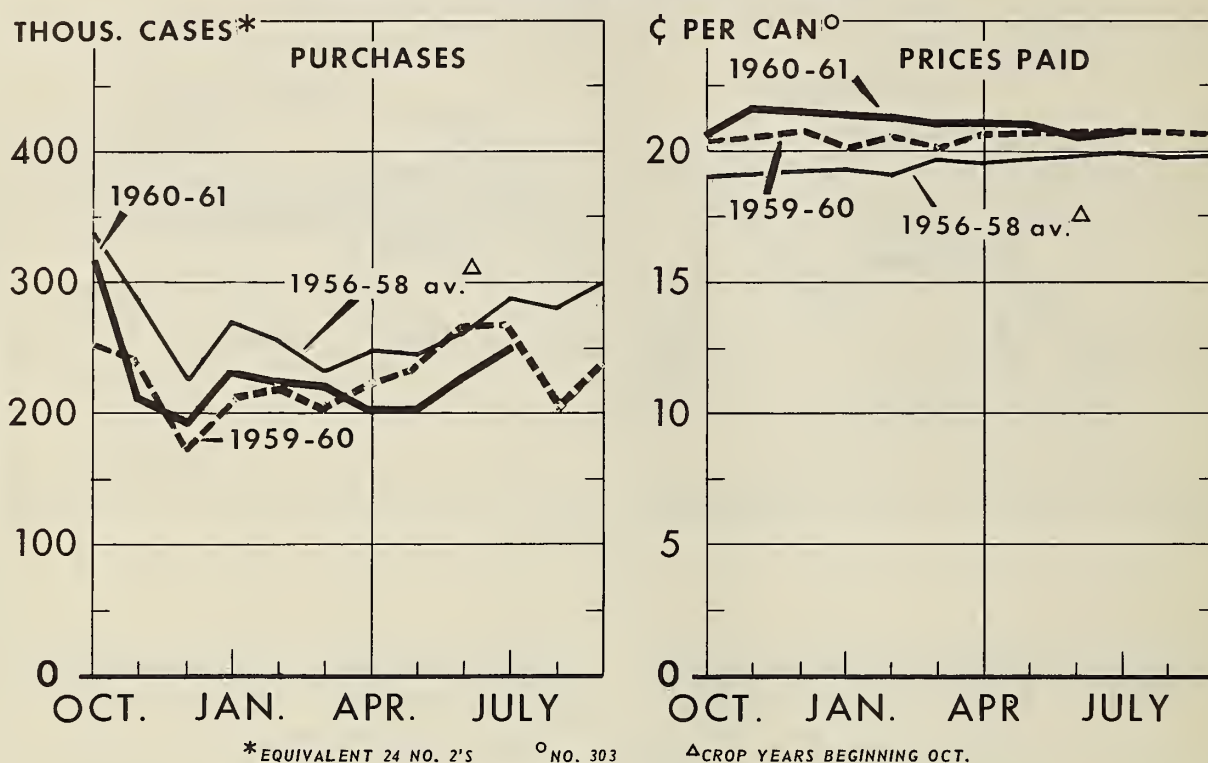
Period 1/	Total purchases 2/			Proportion of families buying 2/		Purchase per buying family		Prices paid per 46-ounce can		
	1960-1961	1959-1960	Average 1956-58	1960-1961	1959-1960	1960-1961	1959-1960	1960-1961	1959-1960	Average 1956-58
	1,000 cases	1,000 cases	1,000 cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	1,012	801	643	7.2	6.9	118	97	28.5	30.7	29.6
Nov.	855	747	609	6.8	6.5	105	93	28.4	31.9	29.6
Dec.	1,115	749	506	7.6	6.3	123	100	26.8	30.8	30.2
Oct.-Dec.	2,982	2,297	1,758							
Jan.	1,302	1,018	628	8.9	8.7	124	97	27.4	29.9	30.2
Feb.	1,274	1,354	742	8.8	9.6	117	122	27.5	29.1	29.6
Mar.	1,254	1,388	717	8.3	9.9	129	118	27.7	28.3	29.9
Oct.-Mar.	6,812	6,057	3,845							
Apr.	1,226	1,235	688	8.5	8.8	118	115	27.7	28.1	30.3
May	1,067	1,216	812	7.5	8.8	116	115	27.6	27.9	29.5
Jun.	1,313	1,181	901	8.6	8.9	124	109	27.0	28.8	29.2
Oct.-Jun.	10,418	9,689	6,246							
Jul.	1,498	1,252	914	9.3	9.3	129	108	27.1	27.7	29.6
Aug.		1,097	939		8.5		107		28.0	29.6
Sep.		896	797		7.2		100		29.0	30.4
Season		12,934	8,896						29.0	29.8

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons; season-to-date purchases are for 12-week periods. 2/ October 1959-December 1960 estimates revised upward 5 percent to provide comparability with new sample.

Equivalent cases 24 No. 2 cans...432 ounces per case.

CANNED GRAPEFRUIT SECTIONS

Consumer Purchases and Prices Paid



U.S. DEPARTMENT OF AGRICULTURE

Figure 10

ECONOMIC RESEARCH SERVICE

Table 11.--CANNED GRAPEFRUIT SECTIONS: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1959 to date, with comparisons

Period 1/	Total purchases			Proportion of families buying		Purchase per buying family		Prices paid per No. 303 can		
	1960-1961	1959-1960	Average 1956-58	1960-1961	1959-1960	1960-1961	1959-1960	1960-1961	1959-1960	Average 1956-58
	cases	cases	cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	318	252	337	5.1	4.5	57	53	20.7	20.5	19.0
Nov.	212	238	286	3.7	4.3	51	49	21.7	20.5	19.1
Dec.	193	174	227	3.4	3.6	51	46	21.5	20.8	19.3
Oct.-Dec.	723	664	850							
Jan.	234	210	270	3.9	3.7	54	52	21.4	20.2	19.3
Feb.	226	222	256	3.9	3.9	52	53	21.4	20.6	19.1
Mar.	221	209	233	3.9	3.5	52	57	21.1	20.2	19.6
Oct.-Mar.	1,404	1,305	1,609							
Apr.	206	220	249	3.4	3.9	55	52	21.1	20.5	19.5
May	209	237	248	3.7	3.7	50	61	21.0	20.5	19.7
Jun.	228	269	264	4.0	4.5	51	54	20.6	20.7	19.8
Oct.-Jun.	2,047	2,031	2,370							
Jul.	252	269	288	4.0	4.3	56	59	20.7	20.7	20.0
Aug.		208	282		3.5		54		20.8	19.8
Sep.		239	300		4.0		55		20.6	19.9
Season		2,747	3,240						20.6	19.5

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons; season-to-date purchases are for 12-week periods.

Equivalent cases 24 No. 2 cans...480 ounces per case.

Table 12.--MISCELLANEOUS CANNED SINGLE-STRENGTH JUICES: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1959 to date 1/

Period 2/	Total purchases 3/		Proportion of families buying 3/		Purchase per buying family		Prices paid per 46-ounce can	
	1960-1961	1959-1960	1960-1961	1959-1960	1960-1961	1959-1960	1960-1961	1959-1960
	cases	cases	Percent	Percent	Ounces	Ounces	Cents	Cents
Oct.	1,458	1,379	18.0	16.8	67	70	36.5	37.8
Nov.	1,456	1,271	18.3	16.9	66	61	37.1	37.4
Dec.	1,510	1,291	18.2	16.9	66	63	37.1	37.6
Oct.-Dec.	4,424	3,941						
Jan.	1,462	1,495	18.6	18.5	64	69	37.9	37.1
Feb.	1,497	1,558	17.7	19.6	67	65	37.9	37.3
Mar.	1,569	1,562	19.0	18.7	66	71	37.9	37.1
Oct.-Mar.	8,952	8,556						
Apr.	1,669	1,513	19.1	18.7	71	68	36.6	37.4
May	1,603	1,555	18.9	18.8	69	67	37.3	37.3
Jun.	1,540	1,578	19.5	19.5	64	68	36.8	36.2
Oct.-Jun.	13,764	13,202						
Jul.	1,531	1,463	18.8	19.0	66	63	36.8	36.5
Aug.		1,316		16.9		65		37.3
Sep.		1,396		17.4		66		37.3
Season		17,377						37.2

1/ All juices other than orange, grapefruit, pineapple, prune and tomato. 2/ Monthly data are for 4-week (28-day) periods to facilitate comparisons; season-to-date purchases are for 12-week periods. 3/ October 1959-December 1960 estimates revised upward 7 percent to provide comparability with new sample. Equivalent cases 24 No. 2 cans...432 ounces per case.

Table 13.--MISCELLANEOUS CANNED FRUIT DRINKS: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1959 to date 1/

Period 2/	Total purchases 3/		Proportion of families buying 3/		Purchase per buying family		Prices paid per 46-ounce can	
	1960-1961	1959-1960	1960-1961	1959-1960	1960-1961	1959-1960	1960-1961	1959-1960
	cases	cases	Percent	Percent	Ounces	Ounces	Cents	Cents
Oct.	1,505	1,355	11.2	11.3	113	101	34.2	36.0
Nov.	1,307	1,293	10.1	10.5	109	102	34.5	36.1
Dec.	1,329	1,244	10.4	9.4	104	110	34.9	35.3
Oct.-Dec.	4,141	3,892						
Jan.	1,394	1,373	10.8	11.3	106	100	34.3	35.8
Feb.	1,530	1,495	11.4	11.9	109	106	34.1	35.5
Mar.	1,554	1,462	11.3	12.0	114	104	34.4	35.4
Oct.-Mar.	8,619	8,222						
Apr.	1,819	1,589	12.7	12.0	117	111	34.3	35.0
May	1,970	1,894	13.5	14.2	118	113	33.9	34.0
Jun.	2,224	2,149	15.1	15.9	120	111	33.7	34.0
Oct.-Jun.	14,632	13,854						
Jul.	2,215	1,787	15.2	13.1	118	110	33.2	33.8
Aug.		1,672		12.4		112		34.1
Sep.		1,539		12.0		102		34.4
Season		18,852						34.8

1/ All drinks other than orange and pineapple-grapefruit. 2/ Monthly data are for 4-week (28-day) periods to facilitate comparisons; season-to-date purchases are for 12-week periods. 3/ October 1959-December 1960 estimates revised upward 13 percent to provide comparability with new sample. Equivalent cases 24 No. 2 cans...432 ounces per case.

Table 14.--TOTAL SINGLE-STRENGTH CANNED JUICES AND CANNED FRUIT DRINKS: Consumer purchases, percentage of families buying, and purchase per buying family, October 1959 to date

Period 1/	Juices				Fruit drinks			
	Total purchases 2/		Proportion of families buying	Purchase per buying family	Total purchases 2/		Proportion of families buying	Purchase per buying family
	1960-61	1959-60	1960-1961	1960-1961	1960-61	1959-60	1960-1961	1960-1961
	1,000 cases	1,000 cases	Percent	Ounces	1,000 cases	1,000 cases	Percent	Ounces
Oct.	6,594	6,229	NA	NA	2,986	2,487	NA	NA
Nov.	6,360	5,999	NA	NA	2,606	2,390	NA	NA
Dec.	6,215	5,786	NA	NA	2,910	2,294	NA	NA
Oct.-Dec.	19,169	18,014			8,502	7,171		
Jan.	6,452	6,868	44.1	118	3,324	2,857	20.0	137
Feb.	6,566	7,039	43.4	125	3,318	3,263	20.1	137
Mar.	6,616	6,691	43.7	123	3,369	3,254	19.6	145
Oct.-Mar.	38,803	38,612			18,513	16,545		
Apr.	6,691	6,198	44.0	123	3,619	3,348	21.0	140
May	6,625	6,189	42.7	126	3,601	3,673	20.8	140
Jun.	6,202	6,115	42.2	119	4,065	3,993	23.2	142
Oct.-Jun.	58,321	57,114			29,798	27,559		
Jul.	5,796	5,714	40.0	117	4,309	3,659	23.8	146
Aug.		5,630				3,297		
Sep.		5,816				2,866		
Season		74,274				37,381		

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons; season-to-date purchases are for 12-week periods. 2/ October 1959-December 1960 data revised.

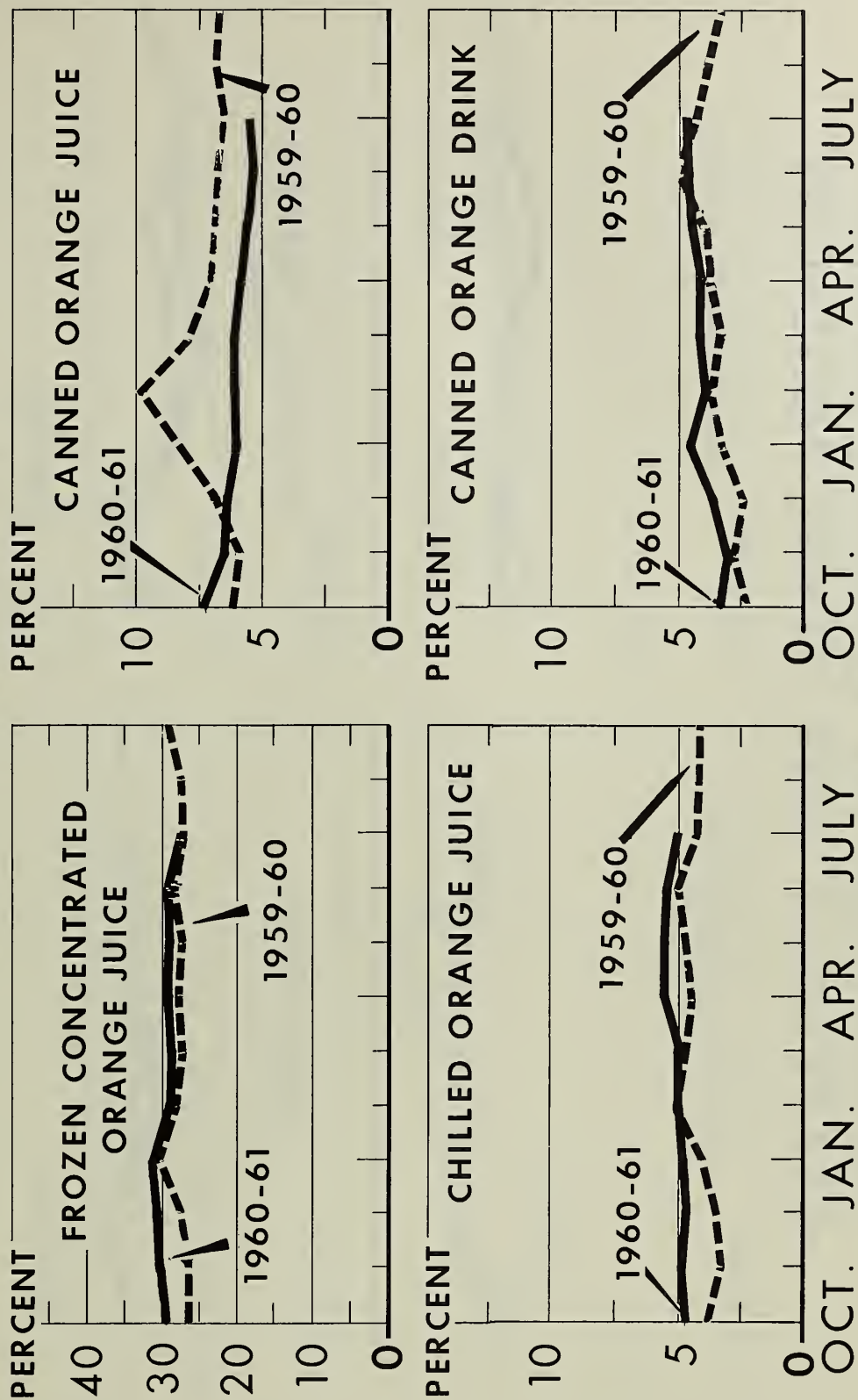
Equivalent cases 24 No. 2 cans...432 ounces per case. NA - not available.

Table 15.--Consumer purchases of selected citrus products as equivalent boxes of fresh oranges and fresh grapefruit, October 1959 to date

Period 1/	Oranges						Grapefruit			
	Frozen concentrate		Canned single-strength juice		Chilled juice 2/		Canned single-strength juice 3/		Canned sections	
	1960-1961	1959-1960	1960-1961	1959-1960	1960-1961	1959-1960	1960-1961	1959-1960	1960-1961	1959-1960
	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes
Oct.	3,774	2,996	474	375	365	274	480	570	221	182
Nov.	3,668	3,045	417	356	395	280	432	463	148	172
Dec.	3,731	3,376	390	435	367	273	449	420	139	126
Oct.-Dec.	11,173	9,417	1,281	1,166	1,127	827	1,361	1,453	508	480
Jan.	3,654	3,988	350	592	358	309	449	533	163	145
Feb.	3,579	3,789	372	618	391	370	452	514	151	153
Mar.	3,451	3,883	358	559	399	382	538	468	148	144
Oct.-Mar.	21,857	21,077	2,361	2,935	2,275	1,888	2,800	2,968	970	922
Apr.	3,694	3,619	350	485	428	363	632	442	143	153
May	3,546	3,503	346	457	442	394	640	458	145	165
Jun.	3,535	3,516	333	468	430	393	581	385	159	187
Oct.-Jun.	32,632	31,715	3,390	4,345	3,575	3,038	4,653	4,253	1,417	1,427
Jul.	3,367	3,414	348	428	380	331	463	365	175	187
Aug.		3,279		414		316		445		145
Sep.		3,651		418		319		398		166
Season		42,059		5,605		4,004		5,461		1,925

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons; season-to-date purchases are for 12-week periods. 2/ Based on yield of canned single-strength orange juice. 3/ October 1959-December 1960 estimates revised.

PERCENTAGE OF FAMILIES BUYING ORANGE PRODUCTS



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Figure 11

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PERCENTAGE OF FAMILIES BUYING GRAPEFRUIT AND OTHER PRODUCTS

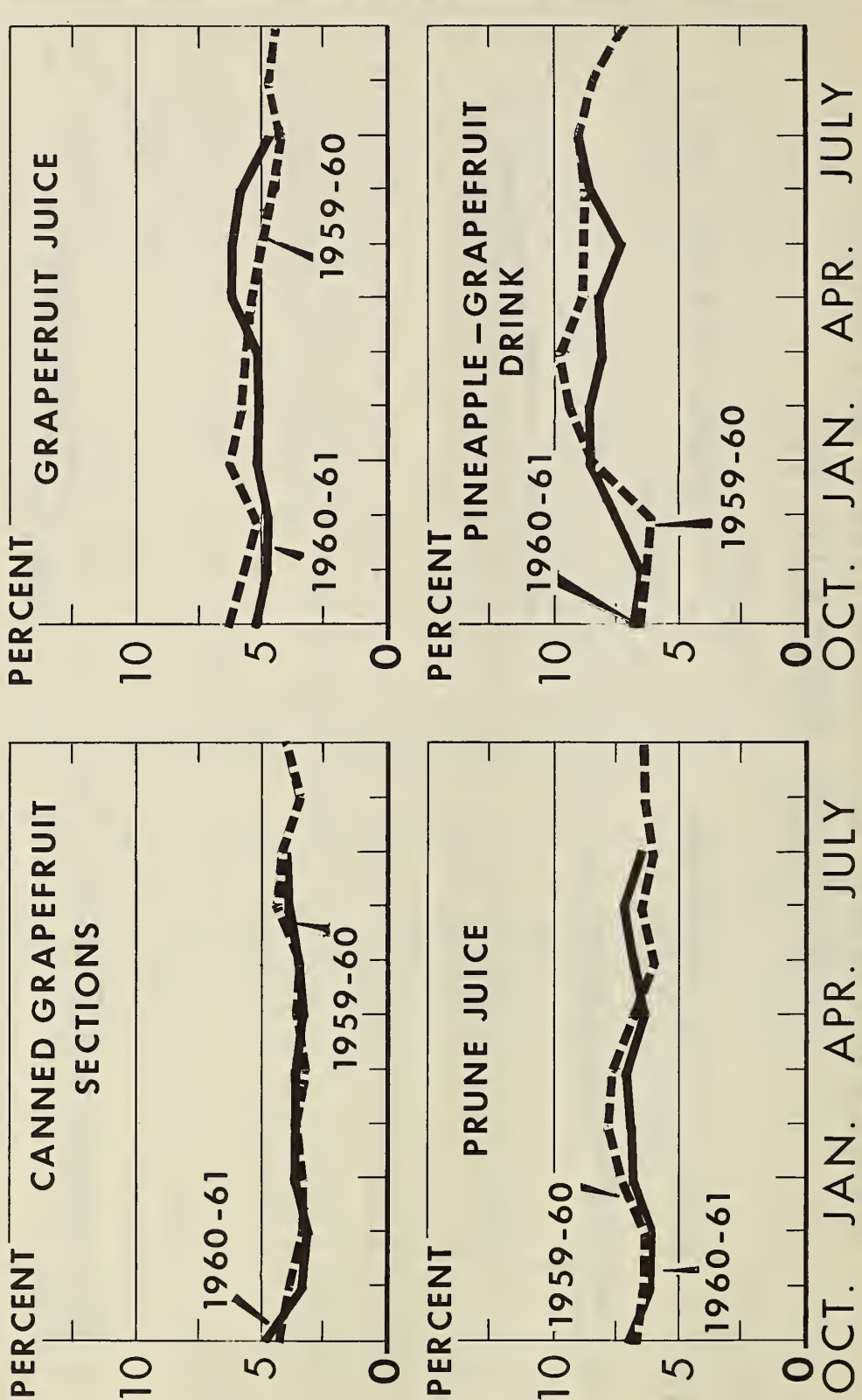


Figure 12

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